

womadelaide

SOUNDS OF THE PLANET 2008

MEDIA RELEASE

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RECORD-BREAKING YEAR FOR WOMADELAIDE – 3 DAY PASSES SOLD OUT IN ADVANCE FOR THE FIRST TIME

For the first time in its 16-year history, the WOMADelaide festival has sold out of its allocation of weekend (3 day) passes three days before opening night. It has also sold out of its allocation of Saturday day+night passes.

At the 2007 festival, weekend passes sold out at approximately 7pm at the gates on the opening night.

Ian Scobie, Event Director, said today *"We are thrilled that the line-up for this year's WOMADelaide has proved to be a popular one and also glad that it seems our established and new audience has followed our advice to buy their weekend pass early, instead of leaving it until the last minute."*

"Weekend passes to the festival have been on sale since December 2007 and we have been sending regular e-flyers to around 7,000 people across Australia who are on our mailing list, to advise them to buy before 6 March."

"Our preview line-up was announced in October and the full line-up in December; since then, passes have been selling at roughly three times the rate of usual. We now expect the festival will reach its maximum capacity of around 20,000 people on site at any one time well before gates open on 7 March."

South Australian Premier Mike Rann commented, *"The phenomenal success of this year's ticket sales vindicates our decision to sign up WOMADelaide as an annual event. I'm also pleased that last year, following a meeting with Peter Gabriel and Womad Artistic Director Thomas Brooman, we have been able to effectively sign up WOMADelaide until 2019."*

"We're also working with WOMADelaide to develop an Earth Station which will host a new annual festival to be staged in October from 2010 at a rural location outside Adelaide."

The good news is there are still passes available from Venue*Tix and online at www.womadelaide.com.au for:

- o Friday or Saturday or Sunday night (6pm-midnight, \$90/\$70 concession on or before 6 March, \$100/\$80 concession from 7 March, unless sold out)
- o Sunday day+night passes (noon-midnight, \$110/\$85 concession on or before 6 March, \$120/\$95 concession from 7 March, unless sold out).

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March 7-9 Botanic Park ADELAIDE

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